

Referring now to the Office Action, claims 1, 3-5, 7, and 14-17 were rejected under 35 U.S.C. 103(a) as being unpatentable over iSyndicate (references U and V) in view of CNET Services (references W-VV). As noted by the Examiner, iSyndicate teaches affiliate web sites choosing iSyndicate as a source for content and news. The reference discloses that the affiliates can select from numerous news sources to receive content feeds from the selected sources, including CNET, and can integrate the resulting content feeds with their respective websites. For instance, the iSyndicate reference discloses that webmasters and producers can choose their unique content settings, select a template, and frame dynamically generated headline pages formatted for their websites.

The Examiner concedes that iSyndicate reference does not disclose specifics about CNET's offerings and services, but because iSyndicate reference specifies that CNET can be the news provider, relies upon CNET Services references asserting that these references teach the structure and means for incorporating product data in an electronic catalog. The CNET Services references (which are news articles) state that CNET is launching its IT news site in Hong Kong which content from CNET sites in Singapore and the United States. The Examiner further notes that CNET Services references teach delivering localized language CNET content to Asia (i.e. Taiwan, Malaysia, China, Philippines, Thailand, and Indonesia), and further notes that CNET's download.com site is to provide downloadable software titles in local languages.

In view of the above, the Examiner asserts that it would have been obvious to one of ordinary skill in the art to modify the method of iSyndicate, to offer CNET content in various languages as taught by CNET Services references, in order to provide localized language content selections to attract iSyndicate customers. The Applicants respectfully disagree, and request reconsideration and withdrawal of this rejection for the reasons set forth herein below.

Initially, it is respectfully noted that iSyndicate distributes unstructured news information/articles from numerous news sources such as that of CNET. It is further noted that CNET, the assignee of the present application, provides numerous different types of services in its business, including providing of technology news and

technology industry news, as well as providing of structured product data for use in a product catalog which is the subject of the present invention. Correspondingly, the commonality between the cited iSyndicate references and the CNET Services references resides in CNET's business of providing technology news and technology industry news, and is not related to providing of product data which is recited throughout the present independent claims 1 and 15-17.

Correspondingly, the Applicants respectfully contend that the iSyndicate reference and the cited CNET Services references do not relate to the same art or field of endeavor as the system and method of the present invention, and fail to teach the system and method of the present invention which are clearly directed to structured product data, and not unstructured news information/articles. Therefore, the withdrawal of this rejection based on the cited references are respectfully requested.

In addition, it is further noted that even if the cited references are relevant to the present invention, their combination as suggested by the Examiner still fails to result in the invention as claimed. In particular, the cited CNET Services references disclose implementation of a CNET website in various foreign countries for the purpose of providing CNET news content in localized languages. However, these references do not disclose how this is implemented. The cited CNET Services references merely disclose the desirability and providing of websites that are in the respective languages of the particular countries, but fail to disclose how such websites in different languages can be implemented. Correspondingly, the cited CNET Services references are entirely silent as to the recited claim limitations of receiving language availability information, or receiving a set of language selections, and are entirely silent as to storing the language selection so that it is associated with the customer profile, or distributing the stored product data in the plurality of languages it selected.

Of course, these noted deficiencies of the cited CNET Services references are not cured or addressed at all by the iSyndicate references. In this regard, iSyndicate references are entirely silent as to providing of any news information or data feeds in multiple languages. Whereas iSyndicate references suggest allowing subscribers to

select the news information, it does not teach or remotely suggest multi-language selectability or capacity.

Thus, even if the iSyndicate references and CNET Services references are combined in the manner suggested by the Examiner, they fail to disclose, teach, or otherwise suggest the present invention as claimed. In particular, they fail to result a system or method that receives language availability information that indicates plurality of languages in which the product data are available, receives a set of language selections from the customer indicating languages in which the product data is to be transmitted to the customer, stores the set of language selections for the customer so that it is associated with the customer profile, and distributes the stored product data in the plurality of languages indicated. As noted, these limitations are recited in the pending independent claims of the application. Therefore, the Applicants respectfully contend that the Examiner has failed to establish a *prima facie* case of obviousness, and the withdrawal and the allowance of the rejected claims are respectfully requested.

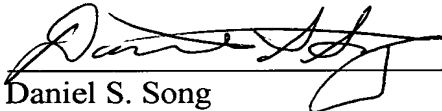
In the above regard, because the cited CNET Services references are related to CNET which are the assignees of the present application, brief internal investigation was conducted to determine how the described websites in Asia referenced in the CNET Services references were implemented by CNET. It was found that CNET's news content was provided in the English language. No content in another language was provided. Local editorial personnel in the respective countries were then employed to rewrite the provided content in their respective local languages to implement the related websites in there languages. This content was then incorporated into websites that copied the design and branding elements of the U.S. CNET websites to thereby provide a similar look and feel.

Thus, the content of the foreign websites were not provided in multiple languages as described and claimed in the present application, but instead, the local language content was generated with local editorial staff and support. Correspondingly, the limitations of receiving language availability information indicating plurality of languages for which product data is available, receiving

language selections from a customer indicating plurality of languages in which the product data is to be transmitted, storing set of language selections associated with the customer profile, and distributing the stored product data in the plurality of languages selected, which are recited in the pending independent claims, were not used or suggested during implementation of the foreign websites referenced in the CNET Services references.

In view of the foregoing, it is submitted that the present application is in condition for allowance and a notice to that effect is respectfully requested. However, if the Examiner deems that any issue remains after considering this response, he is invited to call the undersigned to expedite the prosecution and work out any such issue by telephone.

Respectfully submitted,


Daniel S. Song
Registration No. 43,143

NIXON PEABODY LLP
401 9th Street, N.W., Suite 900
Washington, D.C. 20004-2128
(202) 585-8000
(202) 585-8080 (Fax)
Customer No. 22204

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